

## Message Text

UNCLASSIFIED

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ACTION EB-07

INFO OCT-01 ARA-14 EUR-12 ISO-00 AGRE-00 CIAE-00  
COME-00 INR-07 LAB-04 NSAE-00 EPG-02 SP-02 STR-04  
TRSE-00 FRB-01 OMB-01 DODE-00 PA-02 USIA-15  
PRS-01 AID-05 /078 W

-----051639 231220Z /44

P 222100Z JUL 77

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC PRIORITY 2930

INFO AMEMBASSY LONDON PRIORITY

AMEMBASSY BOGOTA

AMEMBASSY MEXICO

AMEMBASSY SAN SALVADOR

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 6132

E.O. 11652: N/A

TAGS: EAGR, BR

SUBJECT: BRAZILIAN PRESS REACTION TO RECENT COFFEE PRICE DECLINES

1. BRAZILIAN PRESS REACTION TO THE RECENT PRECIPITATOUS COFFEE PRICE DECLINES HAS BEEN SURPRISINGLY LIGHT AND LOW-KEY. JULY 21 JORNAL DO BRASIL (RIO DE JANEIRO) WAS ONLY MAJOR PAPER TO FEATURE NEWS OF JULY 20 DECLINE. GAZETA MERCANTIL (SAO PAULO) AND JORNAL DE BRASILIA CARRIED PRICE DECLINE STORIES BURIED IN ARTICLES ON COSCAFE "SQUEEZE" (SEE ALSO PARA 3).

2. ON JULY 22 ALL MAJOR NEWSPAPERS REPORTED CONTINUING COFFEE PRICE DECLINES, BUT AGAIN REPORTING EMPHASIS WAS OFTEN NOT ON PRICE DELCINE PER SE BUT RATHER ON THE CRISIS LOW PRICES WERE CAUSING IN THE DOMESTIC COFFEE SECTOR. FOR INSTANCE, O ESTADO DE SAO PAULO RAN TWO COFFEE ARTICLES ON JULY 22: A STORY TITLED "EXPORTERS UNCLASSIFIED

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AGAINST COFFEE POLICY," AND ONE APPROXIMATELY ONE-THIRD AS LONG TITLED "NEW PRICE DECLINES IN NEW YORK AND LONDON."

3. AMONG THE REASONS PUT FORTH BY THE NEWSPAPER FOR THE DECLINE ARE THE COSCAFE "SQUEEZE", THE REPPORTED ARRIVAL IN NEW YORK OF 40,000 BAGS OF CENTRAL AMERICAN

COFFEE, REPORTS THAT BRAZIL WAS NO LONGER INTERVENING  
TO SUPPORT THE MARKET, AND THE APPROACHING END OF A SO FAR  
FROST-FREE WINTER IN BRAZIL.  
RUSER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, COFFEE, PRICE TRENDS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 22-Jul-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Subject:** BRAZILIAN PRESS REACTION TO RECENT COFFEE PRICE DECLINES  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009